



Voluntary Report - public distribution

Date: 10/16/2001

GAIN Report #JA1557

Japan

Agricultural Situation

This Week in Japan

2001

Approved by:

David C. Miller, Director, ATO Tokyo

Prepared by:

The U.S. Agricultural Affairs Office (Tokyo) and U.S. Agricultural Trade Offices (Tokyo/Osaka)

Report Highlights: A Summary of events and developments in the United States' largest export market for agricultural, forestry, and fishery products. This week's highlights includes: Ambassador Johnson Visit Strengthens Support for New Trade Round; FAS/Japan Promotes High Safety Image of U.S. Food Products to Kansai Consumer Association; ATO/Tokyo Sponsors Institutional Food Service Fair in Tokyo; ATO/Tokyo Director Kicks Off Largest Food Show in Nagoya Region.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Tokyo ATO [JA2], JA



This Week in Japan

An Update of Major News and Events from the Largest U.S. Agricultural Export Market

Volume V, Issue No. 39

October 16, 2001

¡ Ambassador Johnson Visit Strengthens Support for New Trade Round: On October 15, Ambassador Allen Johnson, USTR's Chief Agriculture Negotiator, met with key Japanese Dietmen, senior government officials, Japanese economic reporters, and food industry leaders to emphasize the importance of Japanese leadership in launching a new trade round. He stressed the importance of the new trade round in expanding global trade, supporting political stability and fostering continuing economic growth. During his visit, the Ambassador also met with representatives from the American Chamber of Commerce in Japan and Cooperator organizations to elicit their views for the new trade round. (AgAffairs/Tokyo)

¡ FAS/Japan Promotes High Safety Image of U.S. Food Products to Kansai Consumer Association: ATO/Osaka and AgAffairs/Tokyo teamed up to deliver a message promoting the high quality, reliable supply and food safety attributes of U.S. food products to the Kansai Consumers' Association and Kansai Housewives' Association. This was the first of planned, periodic meetings with these regional associations in support of a broader, nationwide outreach initiative to promote safe, healthy and high quality U.S. food products. Issues such as BSE, GMO, pesticide residues and food security were concerns raised by these associations; the associations welcomed more such briefings from the US Government in the future. (ATO/Osaka)

¡ ATO/Tokyo Sponsors Institutional Food Service Fair in Tokyo: More than 4,000 food service industry buyers attended the 42nd Food Service Industry Fair, held October 3-4 in Tokyo and sponsored by the Japan Food Service Distribution Association. Exhibitors for the two-day show totaled more than 100 and included a number of major Japanese food manufacturers and importers which provided visitors with new menu concepts targeting the institutional food service market. The U.S. section, which was comprised of three Japanese agents, featured roughly 55 U.S. food products and an ATO-sponsored food safety booth. (ATO/Tokyo)

¡ ATO/Tokyo Director Kicks Off Largest Food Show in Nagoya Region: On October 10, ATO/Tokyo Director participated in the opening ceremony of 14th Nagoya Food Business Show sponsored annually by the Japan Food Service Industry Association, Tokai/Hokuriku Branch. A total of 3,300 local food buyers visited the two-day event. Nagoya has a reputation for conservative buying patterns and is thus viewed as a more difficult market to penetrate for imported food products; it is the third largest metropolitan market in Japan, and ATO/Tokyo is more actively cultivating opportunities in that part of Japan. (ATO/Tokyo)

¡ Upcoming Events: October 17 - November 8, Ralse American Food Shop in Sapporo; October 20 - November 2, Japan Home Show in Tokyo; October 23-26, Great American Food Show Kansai 2001 in Osaka; November 1-4, NEXT Foods Ishikawa Show in Kanazawa; November 22-25, Japan Foodservice Show in Yokohama.